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Pan Li

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EDUCATION

New York University, Stern School of Business — New York, NY
Ph.D. in Information System — (Expected) May 2023
Advisor: Alexander Tuzhilin

University of Science and Technology of China — Anhui, China
B.S., Mathematics & Computer Science (Special Class for the Gifted Young) — June 2017

INDUSTRY EXPERIENCE

Visiting Researcher, Google Brain — 2022-2023
Research Intern, Alibaba Inc. — 2019; 2020-2021
Research Intern, Baidu Inc. — 2016-2017

RESEARCH INTERESTS & METHODOLOGY

- Personalization Techniques: Deep Learning & Recommender System
- Quantitative Marketing: Consumer Behavior Modeling
- Causal Inference: Online Controlled Experiment
- Data Mining: Natural Language Processing & Computer Vision

JOURNAL PUBLICATIONS

[1] Pan Li, Brian Brost, Alexander Tuzhilin, "Adversarial Learning for Cross-Domain Recommendations", Forthcoming at *ACM Transactions on Intelligent Systems and Technology* (**TIST**) (2022)

[2] Pan Li, Alexander Tuzhilin, "Dual Metric Learning for Effective and Efficient Cross-Domain Recommendations", Forthcoming at *IEEE Transactions on Knowledge and Data Engineering* (**TKDE**) (2021)

[3] Pan Li, Alexander Tuzhilin, "Learning Latent Multi-Criteria Ratings from User Reviews for Recommendations" , Forthcoming at *IEEE Transactions on Knowledge and Data Engineering* (**TKDE**) (2020)

[4] Pan Li, Alexander Tuzhilin, "Latent Unexpected Recommendations", *ACM Transactions on Intelligent Systems and Technology* (**TIST**)*, 11(6), pp.1-25* (2020)

[5] Chen Zhu, Hengshu Zhu, Hui Xiong, Chao Ma, Fang Xie, Pengliang Ding, **Pan Li**, "Person-Job Fit: Adapting the Right Talent for the Right Job with Joint Representation Learning", *ACM Transactions on Management Information Systems* (**TMIS**) *9, no. 3: 1-17* (2018)

JOUNRAL PAPERS UNDER REVIEW

[1] Pan Li, Alexander Tuzhilin, "When Variety-Seeking Meets Unexpectedness: Incorporating Variety-Seeking Behavior into Design of Unexpected Recommender Systems" Under Third-Round Review at *Information System Research* (**ISR**) (after Major Revision)

[2] Pan Li, Alexander Tuzhilin, "Exploring and Exploiting Consumer Preferences through Deep Reinforcement Learning and Latent Trajectory Modeling in Recommender Systems" Under Second-Round Review at *Management Information System Quarterly* (**MISQ**) (after Major Revision)

[3] Moshe Unger, **Pan Li**, Maxime Cohen, Brian Brost, Alexander Tuzhilin, "Deep Multi-Objective Multi-Stakeholder Music Recommendation", Under Second-Round Review at *Information System Research* (**ISR**) (after Major Revision)

[4] Pan Li, Alexander Tuzhilin, "Killing Two Birds with One Stone: Deep Reinforcement Learning for Optimizing Multiple Objectives in Recommender System", Reject and Resubmit at *Information System Research* (**ISR**)

[5] Moshe Unger, **Pan Li**, Shahana Sen, Alexander Tuzhilin, "Reconstructing Universal Embeddings of Customers from Domain-Specific Embeddings", Under First-Round Review at *ACM Transactions on Management Information Systems* (**TMIS**).

WORKING PAPERS

[1] Pan Li, Alexander Tuzhilin, "I want to know more!": Measuring the Impact of Triggering Consumer Curiosity in Recommender System", to be submitted to *Marketing Science* (**MKSC**)

[2] Pan Li, Ying Yang, Maofei Que, Ping Yang, Alexander Tuzhilin, "Dual Contrastive Learning for Efficient Static Feature Representation in Recommender System", in preparation for submission to *Marketing Science* (**MKSC**)

TOP-TIER CONFERENCE PUBLICATIONS

[1] Pan Li, Zhichao Jiang, Maofei Que, Yao Hu, Alexander Tuzhilin, "Dual Attentive Sequential Learning for Cross Domain Click-Through Rate Prediction", Proceedings of the 27th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (**KDD 2021**)
Full Paper with Oral Presentation; Acceptance Rate: 15.4%

[2] Pan Li, Maofei Que, Zhichao Jiang, Yao Hu, Alexander Tuzhilin, "PURS: Personalized Unexpected Recommender System for Improving User Satisfaction", Proceedings of the 14th ACM Conference on Recommender System (**RecSys 2020**)
Full Paper with Oral Presentation; Acceptance Rate: 18%

[3] Pan Li, Alexander Tuzhilin, "DDTCDR: Deep Dual Transfer Cross Domain Recommendation", Proceedings of the 13th International Conference on Web Search and Data Mining (**WSDM 2020**)
Full Paper with Oral Presentation; Acceptance Rate: 15%

[4] Pan Li, Alexander Tuzhilin, "Towards Controllable and Personalized Review Generation", Proceedings of the 2019 Conference on Empirical Methods in Natural Language Processing (**EMNLP 2019**)
Full Paper with Poster Presentation; Acceptance Rate: 24.6%

[5] Pan Li, Alexander Tuzhilin, "Latent Multi-Criteria Ratings for Recommendations", Proceedings of the 13th ACM Conference on Recommender Systems (**RecSys 2019**)
Short Paper with Poster Presentation; Acceptance Rate: 19%

[6] Pan Li, Alexander Tuzhilin, "Latent Modeling of Unexpectedness for Recommendations", Proceedings of the 13th ACM Conference on Recommender Systems (**RecSys 2019**)
Late-Breaking Result Track Paper with Poster Presentation; Acceptance Rate: 31%

[7] Tong Xu, Hengshu Zhu, Chen Zhu, **Pan Li**, Hui Xiong, "Measuring the popularity of job skills in recruitment market: A multi-criteria approach", Proceedings of Thirty-Second AAAI Conference on Artificial Intelligence (**AAAI 2018**)
Full Paper with Poster Presentation; Acceptance Rate: 24.6%

TEACHIING EXPERIENCE

New York University New York, NY
Instructor, Data Science for Business Summer 2022

- Interactive teaching with a combination of lectures, hands-on sessions and case studies
- 17 students enrolled (undergraduate-level)

New York University New York, NY
Teaching Fellow, Introduction to AI & Its Applications in Business Spring 2020, Spring 2021

- Co-design the class materials, homework assignments and final project with the instructor
- Lead of the lab session for 60 students (MSBA and MBA-level)

INVITED TALKS

[1] "Recent Progress on Consumer Exploration", Invited Industry Talk at Google Brian

[2] "I want to know more!": Measuring the Impact of Triggering Consumer Curiosity in Recommender System", ISMS Marketing Science Conference 2022, Virtual (**ISMS 2022**)

[3] "Reconstructing Universal Embeddings of Customers from Domain-Specific Embeddings", ISMS Marketing Science Conference 2022, Virtual (**ISMS 2022**)

[4] "Dual Learning and Cross-Domain Recommender Systems", Invited Industry Talk at TikTok/ByteDance

[5] "Exploring and Exploiting Consumer Preferences through Deep Reinforcement Learning and Latent Trajectory Modeling in Recommender Systems", The 31st Workshop on Information Technology and Systems, Austin, TX (**WITS 2021 Doctoral Consortium**)

[6] "Multi-Faceted Consumer Preferences: Incorporating Unexpectedness and Cross-Domain Information into Design of Recommender System", The 31st Workshop on Information Technology and Systems, Austin, TX (**WITS 2021**)

[7] "Unexpectedness in Recommender Systems", Invited Industry Talk at Alibaba

[8] "Leveraging Multi-Faceted User Preferences for Improving Click-Through Rate Predictions" ACM Conference on Recommender Systems, Virtual (**RecSys 2021 Doctoral Consortium**)

[9] "When Variety-Seeking Meets Unexpectedness: Incorporating Variety-Seeking Behavior into Design of Unexpected Recommender Systems", Conference on Information Systems and Technology 2021, Anaheim, CA (**CIST 2021**)

[10] "Incorporating Dual Metric with Sequential Learning for Cross-Domain Recommendations", Conference on Information Systems and Technology 2021, Anaheim, CA (**CIST 2021**)

[11] "When Variety-Seeking Meets Unexpectedness: Incorporating Variety-Seeking Behavior into Design of Unexpected Recommender Systems", ISMS Marketing Science Conference 2021, Virtual (**ISMS 2021**)

[12] "Adversarial Learning for Cross-Domain Recommendations", The 30th Workshop on Information Technology and Systems, Virtual (**WITS 2020**)

[13] "Will Unexpectedness Help Recommendations and When: Evidence from A Large-Scale Online Controlled Experiment", Conference on Information Systems and Technology 2020, Virtual (**CIST 2020**)

[14] "Dual Learning for Cross-Domain Recommendations: Improving Efficiency and Effectiveness of Recommender Systems" , Conference on Information Systems and Technology 2020, Virtual (**CIST 2020**)

[15] "Hybrid Utility Function for Unexpected Recommendations", International Conference on Web Search and Data Mining, Houston, TX (**WSDM 2020 Doctoral Consortium**)

AWARDS

NYU Fubon Doctoral Fellowship	2022-2023
INFORMS Marketing Science Doctoral Consortium	2022
WITS Best Dissertation Award	2021
WITS Best Student Paper Runner-Up Award	2021
SIGIR Travel Award	2020
NYU Stern PhD Fellowship	2017-2022

ACADEMIC SERVICE

Program Committee: INFORMS Workshop on Data Science, ACM Conference on Recommender System, Empirical Methods in Natural Language Processing

Invited Reviewer: Management Science, IEEE TKDE, ACM TIST, ACM TMIS, IEEE Intelligent System, ACL, EMNLP, ICIS, CIST, WITS

SELECTED COURSEWORK

- Research Seminar in Data Science (by Foster Provost)
- Doctoral Seminar in Digital Economics (by Arun Sundararajan)
- Research Seminar in IT & Organizations: Social Perspectives (by Natalia Levina)
- Causal Inference (by Jennifer Hill)
- Econometrics I & II (by William Greene)
- Deep Reinforcement Learning (by Lerrel Pinto)
- Convex Optimization (by Jiawei Zhang)
- Stochastic Calculus (by Paul Bourgade)
- High Performance Machine Learning (by Alessandro Morari)